

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

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We bet  
Cambridge taste will  
blow away generics!



Taste breakthrough,  
generic price!

Taste 'em yourself!

50¢ off a pack

Good on any style of Cambridge.



12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

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Mr. suggested retail price.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

G. Miller/M. Caulfield/B. Colbert/K. Carter/D. Klapproth/J. Dennett



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